PURE FOOD

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INTERNATIONAL.

THE PURE FOOD

AND

ALLIED TRADES

EXHIBITION

(Under the highest Patronage).

ROYAL HORTICULTURAL HALL, LONDON,

23rd to 28th MAY, 1910.

BIRMINGHAM, TOWN HALL,

8TH to 18TH JUNE, 1910.

PATENTS AND . . .
DESIGNS ACT, 1907.

Upon the application of Mr. A. S. Manders, of 75, Chancery Lane, London, made to the Board of Trade on the 21st day of January, 1910, the Board of Trade do hereby certify that the Pure Food and Allied Trades Exhibition proposed to be held in the year 1910 in London, Birmingham and Glasgow, is an International Exhibition.

Signed, by order of the Board of Trade, this 27th day of January, 1910.

GEO. J. STANLEY,

Assistant Secretary, **Board of Trade.**

PART I. PATENTS. Provisions as to exhibitions.

Section 45 (1). The exhibition of an invention at an industrial or international exhibition, certified as such by the Board of Trade, or the publication of any description of the invention during the period of the holding of the exhibition, or the use of the invention for the purpose of the exhibition in the place where the exhibition is held, or the use of the invention during the period of the holding of the exhibition by any person elsewhere, without the privity or consent of the inventor, shall not prejudice the right of the inventor to apply for and obtain a patent in respect of the invention or the validity of any patent granted on the application, provided that :—

(*a*) The exhibitor, before exhibiting the invention, gives the comptroller the prescribed notice of his intention to do so ; and

(*b*) The application for a patent is made before or within six months from the date of the opening of the exhibition.

PART II. DESIGNS. Provisions as to exhibitions.

Section 59 (1). The exhibition at an industrial or international exhibition, certified as such by the Board of Trade, or the exhibition elsewhere during the period of the holding of the exhibition, without the privity or consent of the proprietor of a design, or of any article to which a design is applied, or the publication, during the holding of any such exhibition, of a description of a design, shall not prevent the design from being registered, or invalidate the registration thereof, provided that :—

(*a*) The exhibitor, before exhibiting the design or article, or publishing a description of the design, gives the comptroller the prescribed notice of his intention to do so ; and

(*b*) The application for registration is made before or within six months from the date of the opening of the exhibition.

INTERNATIONAL
PURE FOOD EXHIBITION

TO BE HELD IN THE

ROYAL HORTICULTURAL HALL, WESTMINSTER,
23rd to 28th May, 1910.

Patrons and Honorary Advisory Committee:

THE RIGHT HON. EARL HARDWICKE.
SIR JOHN HOLDER, BART., J.P.
SIR GILBERT PARKER, M.P.
SIR FRANCIS LOWE, M.P.
SIR PHILIP MAGNUS, M.P.
SIR BENJAMIN STONE, J.P.
SIR HALLEWELL ROGERS, J.P.
COLONEL KENNEY-HERBERT, C.M.G.
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PROF. CARTER, F.R.C.P., J.P.
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PROF. GILBERT BARLING.
PROF. HENRY KENWOOD, Medical Officer of Health, Stoke [Newington, N.
DR. ROBERT BELL, I.S.O., D.Sc.
DR. EMIL REICH, D.C.L.
DR. C. W. SALEEBY.
DR. SAUNDBY, LL.D., F.R.C.P.
F. M. SANDWITH, M.D.
DR. SUCKLING.
ALEXANDER CHANCE, ESQ., J.P.
S. H. HABERSHON, M.A., M.D., Cantab F.R.C.P.
D. C. LLOYD OWEN, M.D., J.P.
CHARLES COOPER, ESQ.
J. H. REYNOLDS, ESQ., Municipal School of Technology.
G. R. SIMS, ESQ. ("Dagonet.")
D. L. THOMAS, D.P.H., Medical Officer of Health, Metropolitan Borough of Stepney.
J. KING-WARRY, M.D., M.R.C.P., &c., Medical Officer of Health, Metropolitan Borough of Hackney.
JOHN F. J. SYKES, M.D., D.Sc. Medical Officer of Health, St. Pancras Borough Council.
E. G. ANNIS, M.R.C.S., I.R.C.P., D.P.H., Medical Officer of [Health, Greenwich.
W. J. MELHUISH, ESQ.
MRS. W. S. FOTHERGILL.
MRS. E. PILLOW, A.R.S.I.
MRS. E. CLARKE, Principal National Training School [of Cookery.
MISS ALICE RAVENHILL.
MISS MAUD R. TAYLOR.

"DAGONET"
(GEO. R. SIMS)

on

PURE FOOD

The question of the People's Food has made itself very prominent in the political strife through which we have been passing. But it is a question that ought to be discussed entirely outside party lines. If the great British public could only realise what sort of stuff some of the cheap food is, about which the professed friends of the people have so much to say, a thrill of horror would run through the land. The foreign chemist and the alien faker have found a fine market for their wares in a land where a man may put what he chooses into his own stomach and that of his family.

* * *

Our English manufacturers and food purveyors who use the best materials and work on clean and wholesome lines have everywhere to meet

The Competition of the Unscrupulous,

whose one object is to put a cheap article on the market and leave the question of its purity and wholesomeness entirely out of consideration.

* * *

A few object-lessons in the food of the people are greatly needed, and I am glad to learn that

We Are to Have a Pure Food Exhibition in London in May,

and that not only are the foods of the conscientious firms to be displayed, but that the process, preparation, and manufacture is to be shown. Some awful examples of the faked foods are also to be exhibited.

* * *

This is a subject which is of national interest. Much of the degeneration which is shown by the condition of a large number of the children attending the elementary schools is due to the ill-chosen food and the unwholesome food upon which they are brought up. In many parts of the country a fine, healthy population has already begun to show signs of deterioration, and those who know and have studied the habits of the people will tell you that this is largely due to the lack of nutrition in the food they eat and the ruinous effects of the stewed tea which is a standing feature of so many homes.

* * *

The Exhibition will, of course, include all the household and hygienic appliances necessary for the preserving and preparation of food, but I should like it also to include

Some Human Exhibits

in which could be seen the effects of some of the tricks which foreign chemists and others play upon the "food of the people," which has so unfortunately been made a party cry.—"REFEREE," January 30, 1910.

THE PURE FOOD EXHIBITION,

LONDON.

THE INTERNATIONAL PURE FOOD AND ALLIED TRADES EXHIBITION is designed to deal practically, by a series of object lessons, with the great and growing evil of adulteration and contamination of our Food Supplies.

The Fraud of the Label.

The adulteration of food, and the employment of injurious substitutes in the preparation and manufacture of the food of the people, is a peril not only to the consumer but to the commercial community. The fraud of the label means vast sums of money lost annually to the honest manufacturer.

It means not only a loss to the manufacturers of pure foods, but a vast loss to the country through the spread of those diseases which are largely traceable to improperly prepared food, and food which contains ingredients highly injurious to health.

Germ-laden Dairy.

The spread of tuberculous disease is largely attributable to germ-laden dairy and other produce; the alarming increase of cancer, the causation of which, although so far imperfectly understood, is, in the opinion of competent authorities, closely connected with dietetic error; and the prevalence of disorders of the digestive apparatus, point to conditions which demand the earnest attention of all interested in matters of public health.

The Maker of Faked or Impure Foods.

Under no circumstances will any but genuine and pure food preparations be accepted for exhibition. The maker of faked or impure foods will not be accepted as an exhibitor. From end to end of the building the visitor's eyes will be attracted only by that which by its presence in the Exhibition will be a guarantee to the purchaser in his or her future outlay for the home.

The comfort of an Englishman's home depends largely on the purity of the food supply, and so far as its health is concerned it depends wholly on the purity of its food and its hygienic preparation.

Pure food is not only a great home question, but a great national and a great racial question, and holding this view—which none are likely to dispute—the Promoters desire that this Exhibition shall be in the best sense of the word a national one and worthy of national support.

All Goods sold here are Guaranteed Adulterated.

In a paper read not long since by the chief Sanitary Inspector of a great provincial town, the reader stated that in one shop in which he had been busy he was suddenly stopped from taking further samples by an announcement boldly placed in the window to this effect, " All goods sold here are guaranteed adulterated." At the Pure Food Exhibition the guarantee will be that " all goods shown here are genuine and unadulterated."

The integrity of the Exhibition will be secured by the inclusion, in the form of application for space, of an undertaking that the articles brought to be exhibited will comply in every respect with certain specified conditions as to purity of material, hygienic methods of manufacture and freedom from injurious preservatives, which have been formulated for the committee by competent experts.

The great natural asset of the country, its child-life, is directly concerned in the food question. Medical Officers of Health in every part of the kingdom draw attention again and again in their reports to the direct bearing of the food supply, not only on the infant mortality problem but upon the whole child-life of the nation.

Robbed by the Adulterator.

The food purchased for the poor home is robbed by the adulterator of all the qualities which go towards the building up and sustaining of health and strength, and a large amount of it is deleterious to the last degree.

Every housewife cannot be expected to be an expert in food, and thousands are in complete ignorance of the wholesale frauds which are practised by unscrupulous dealers who sell a staple article of food at a price with which the honest manufacturer or purveyor cannot possibly compete.

Poison in the Home.

Bread, the staff of life ; milk, the first necessity in a home where there are children ; meat, tea, coffee, jam, all have been by unscrupulous speculators subjected to processes which led a well-known journalist, not long since, to deal with the food supply in a series of articles headed " Poison in the Home."

Coffee made from Burnt Turnips.

When the public can have such facts placed before them as that the leaves of certain teas are coloured by an injurious preparation, that there is coffee on the market which is made of burnt turnips, that boric acid to a dangerous extent is employed for the preservation of meat and fruits and milk, that milk for the baby is sometimes coloured with coal tar and other dyes, that

rotten fruit prepared with a horrible absence of cleanliness is flavoured with the extract of decayed cabbage stalks and called home-made jam, that treacle is sold which contains glucose instead of cane sugar, that ground olive stones are sold as pepper, that the wines dear to the little guests at Christmas parties contain salicylic acid, and that the fraudulent imitation of the genuine article is practised for extra profit by hundreds of unscrupulous traders to the direct injury of the high class firms, there can be no question of the usefulness of an Exhibition which will, by its very nature and composition, compel public attention in the direction in which safety lies.

Legislative enactments have proved but imperfectly effective in checking the misdoings of dishonest and careless food manufacturers and vendors. The various magisterial interpretations of the Food and Drug Act have made the work of food inspectors increasingly difficult.

The Unscrupulous Dealer.

The best food inspector is the purchaser, the man or woman who, with a full knowledge of the difference between the genuine article and the fraud, will make it next to impossible for the unscrupulous dealer to practise the vile art of the poisonous or—from a food point of view—valueless substitute.

It is with the object of bringing the purveyors of pure food into touch with the great public that this Exhibition has been planned, and its object cannot fail to appeal to those who have for years been injured by the unscrupulous competition of the adulterators and substituters.

While dealing with the enlightenment of the consumer, the Pure Food Exhibition will also advance, on strictly legitimate lines, the best interests of the legitimate producer.

In other Exhibitions the applications for space and ability to pay the rent are the only necessary preliminaries to exhibiting. In the Pure Food Exhibition, for the first time, the condition precedent to exhibiting will be the obligation to satisfy the Exhibition authorities that the articles shewn will comply, in all respects, with the objects held in view by the promoters.

The allotment of space to an Exhibit will therefore be a practical guarantee of its excellence, and will serve as a permanent testimonial to its manufacturer.

Pure and Free from Offence.

The Exhibition will be of a strictly non-partisan character. The Committee, giving full credit for sincerity to the advocates of all theories of diet, feel that all alike, whether vegetarians, total abstainers, fruitarians, or meat-eaters, can meet on one common ground at least in desiring that the particular food or beverage that they affect should be pure and free from offence.

On these grounds they appeal therefore with confidence to the support of all persons interested in any and every system of dietetics.

The confidence they feel in the outcome of that appeal is strengthened by the facts that at the present time the legislature is active in the matter of the Nation's food supply, that the Press is alive to the necessity for a diligent campaign, and that the public are in the mood to display an eager interest in any well-planned and attractive demonstration of the direction in which safety lies for the consumer.

NOTE.—All applications for space will contain the following wording, which each Exhibitor will kindly sign :

$\frac{\text{I}}{\text{WE}}$ HEREBY DECLARE THAT ALL FOOD PREPARATIONS AND LIQUIDS EXHIBITED BY $\frac{\text{ME}}{\text{US}}$ ARE FREE FROM ANY INJURIOUS ADULTERATIONS, OR INJURIOUS PRESERVATIVES, AND ARE PURE.

CLASSIFICATION.

Manufacturers under the following Headings are eligible.

FOODS.

FOODSTUFFS. - -	Every description of Food Preparations; solid and liquid foods, including foods for infants and invalids.
CONDIMENTS. - -	Relishes, Sauces, Pickles, &c.
PRESERVATIVES. - -	Vinegar, Oil, Salt, and other PURE preservatives.
FERMENTED & DISTILLED BEVERAGES. - -	Wines, Liqueurs, Spirits, Beers, and other alcoholic beverages.
NON-ALCOHOLIC BEVERAGES. - -	Mineral Waters, Wines and Fruit Juices, and other temperance beverages.

All other Pure Food preparations not otherwise specified.

ALLIED TRADES.

PRESERVING. - -	Bottling, Canning, and other methods of preserving meats, fruits, vegetables, &c., and all utensils and accessories necessary.
HYGIENIC PACKING -	Tins, Boxes, Wrappers, and kindred lines.
COOKING. - - -	Appliances used in connection with cookery demonstrations, and the preparations of foods not otherwise enumerated.
UTENSILS FOR COOKING.	All household appliances, hygienic appliances necessary for the preserving and preparation of food.
COOKING APPARATUS. -	For cooking by coal, gas, oil, electricity, patent fuels, steam cookers, &c.
WORKING EXHIBITS. -	Showing the hygienic methods adopted in the process of manufacture of preserved foods.
METHODS. - - -	New inventions shown by means of models, &c.
OTHER ACCESSORIES. -	Table Linen and kindred lines.
FUEL. - - -	And other articles not enumerated.

OPINIONS.

"I am interested in every movement that can further the supply of pure and unadulterated food to the people."

(Signed) JAS. CRICHTON BROWNE.

"It is very kind indeed of you to have asked me to join the Committee, and I appreciate the compliment."

(Signed) A. S. G. RAWSON, D.Sc., F.I.C.

Dr. WM. GARNETT writes: "I am exceedingly obliged to you for the invitation to join the Committee of the Pure Food Exhibition."

"I sympathise with the objects of your Pure Food Exhibition."

(Signed) ROBT. HUTCHISON, M.D.

THE MAYOR OF SOUTHWARK, Canon J. W. HORSLEY, M.A., writes: "I hope the Exhibition will be successful."

THE RIGHT HON. JESSE COLLINGS, M.P., writes: "The Pure Food question is one of the utmost importance as affecting the working and poorer classes. I heartily wish success to all reforms in that direction."

"The design of this Exhibition is excellent."

Believe me, yours truly,

(Signed) S. H. HABERSHON,
M.A., M.D., Cantab. F.R.C.P.

"I have much sympathy with its object."

Faithfully yours,

(Signed) ALICE RAVENHILL (Miss).

"I am in sympathy with your aims, and wish the Exhibition every success."

Yours truly,

(Signed) ISABEL FOTHERGILL (Mrs.)

DR. JAMES I. GOODHART writes: "I should think your project a really good one."

SIR ARTHUR CONAN DOYLE writes: "I wish you all success."

R. MULLINEUX WALMSLEY, ESQ., D.Sc., F.R.S.E., M.I.E.E., Principal Northampton Polytechnic, writes: "I am in sympathy with your undertaking."

JOHN F. J. SYKES, ESQ., D.Sc., M.D., Medical Officer of Health, St. Pancras Borough Council, writes: "Trusting you will bring home vividly to the British public the necessity for exercising greater care in the choice and purchase of food."

Opinions—*Continued.*

SIR GILBERT PARKER, M.P. writes: "I shall be very happy to become a patron of the Pure Food Exhibition, and am very glad also that it is being arranged."

"I am in entire sympathy with the object of the Pure Food Exhibition, and very glad to be of any service to you."

(Signed) MAUD R. TAYLOR.

THE RIGHT HON. EARL HARDWICKE writes: "I have no objection to being associated with an exhibition whose objects are so good. To give the people pure food, and teach them how to make pure food palitable under the best economic conditions, will certainly be one of the keystones in the fabric of their social betterment."

"I hope that you may succeed in bettering the standard of food."

(Signed) EMIL REICH.

FAKE OR FREAK FOOD.

The Management will be glad of the loan of samples of "fake" food, labels, and particulars of any injurious foods that are upon the market, about which special private enquiries will be instituted. All communications will be treated as strictly confidential, and the original letters returned if desired.

NOTE.—NO NEWSPAPER, ANALYTICAL CHEMIST, MANUFACTURER, OR ANYONE INTERESTED IN THE TRADE HAS ANY WORD IN THE MANAGEMENT OR FINANCIAL INTEREST IN THIS EXHIBITION.

NOTICE TO MEDICAL GENTLEMEN. — The Management extend a cordial invitation to members of the medical profession, and upon presentation of their card they will be admitted to the Exhibition at any time convenient to themselves.

NOTICE TO NURSES.—Nurses in uniform will be admitted to the Exhibition at any time when it is open to the public, viz., from 11 a.m. to 10 p.m. free of charge, and the Management invite them to kindly pay it a visit.

PURE FOOD.

WHAT THE PAPERS SAY.

"The Times."

"Pure Food Exhibition designed to deal practically with the evil of adulteration and contamination of our food supplies, and will endeavour to give the consumer an object lesson in the selection of pure and wholesome food."

"Medical Times."

"Pure Food Exhibition—no maker or seller of impure foods will be accepted as an Exhibitor."

"Glasgow Herald."

"Pure Food Exhibitions—these Shows are originated with a view to combat the evil of adulteration or contamination of food, and to give the consumer an object lesson in the selection of pure and wholesome food. The growth of interest in a knowledge of hygiene has been quite remarkable in the last few years, and this raises hopes that the Exhibitions will meet with the success they deserve. For, in spite of the pains and penalties exacted for adulteration, the Inspectors are continually hoodwinked, and the evildoers escape justice."

"The Epicure."

"While aiming at the enlightenment of the Consumer, the Pure Food Exhibition will also advance, on strictly legitimate lines, the interests of the honest producer."

"British Trades Journal."

"The scheme of the Exhibition provides for an exclusive show of such food articles as are ascertained to be made under hygienic conditions."

"The Daily Chronicle."

"At the Pure Food Exhibition the presence of an exhibit will be in itself a guarantee of purity."

"Daily Graphic."

"The Pure Food Exhibition promises to be of an educational character."

"Westminster Gazette."

"Crusade by Exhibition against adulteration and fraud."

"Birmingham Gazette and Express."

"The question of food adulteration is one which has exercised the minds of legislators almost from time immemorial"

FACILITIES FOR ANALYSES

AT THE

ROYAL INSTITUTE OF PUBLIC HEALTH.

Patron: His Most Excellent Majesty King Edward VII.

Arrangements have been made with the Council of the Royal Institute of Public Health, Russell Square, London, W.C., by which each Exhibitor is afforded the opportunity of submitting an article of food or drink that he manufactures, for Analysis, and upon receipt of the report from the Laboratories of the Royal Institute of Public Health the Management of the Exhibition will issue a special Certificate.

TO SHOW TO THE CONSUMERS AND THE PRESS THE PURE AND IMPURE FOODS. THE WORD "IMPURE" MEANS FOOD OF AN INJURIOUS CHARACTER. THIS WILL BE SHOWN WITH THE ANALYSIS SO AS TO WARN THE PUBLIC AGAINST IT.

THE SIMPLE TERM "PURE FOOD" AS IT IS UNDERSTOOD IN THE NATURE OF THE EXHIBITION IS ONE TO APPLY AGAINST THE USE OF INSANITARY COMPOUNDS.

THE GOODS EXHIBITED WILL BE GUARANTEED TO THE PUBLIC. THEY ARE THE PROPER BRANDS TO PURCHASE.

PURE FOOD. IT MUST NOT BE TAKEN THAT ONLY FOOD IS TO BE SHOWN WHICH DOES NOT CONTAIN PRESERVATIVES OR COLORING MATTER, BUT NONE WILL BE SHOWN WHICH CONTAIN INJURIOUS ADULTERATIONS OR INJURIOUS PRESERVATIVES.

INTERNATIONAL

PURE FOOD

AND

ALLIED TRADES

EXHIBITION,

LONDON, May 23rd to 28th, 1910.

Further particulars should be obtained from
and all Applications for Space made to

A. STAINES MANDERS,
Organising Manager.

OR

MISS D. FULTON,
Secretary.

At the Registered Offices of the
PURE FOOD AND ALLIED TRADES EXHIBITION, LTD.,
75, Chancery Lane, London, W.C.

The above Exhibition
will be held at the
TOWN HALL, BIRMINGHAM, June, 1910.
GLASGOW, September, 1910.

INTERNATIONAL

PURE FOOD & ALLIED TRADES EXHIBITION,

will also be held in the

TOWN HALL, BIRMINGHAM,

from the 8th to 18th June, 1910,

and

GLASGOW, September, 1910.

PURE FOOD

LONDON
MAY 1910.